



Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE,
(Autonomous)
BARAMATI, DIST- PUNE – 413102

**DEPARTMENT OF MEDIA AND COMMUNICATION
STUDIES**

Proposed Syllabus For
S.Y. M.Voc. Media Studies
(Semester IV)

2019-Pattern

Sponsored by
University Grant Commission

Under
National Skill Qualification Framework (NSQF)

To be implemented from
2020-21

Title of the Course: M. Voc. Media Studies

(To be implemented from Academic Year - 2023-2024)

Course structure:

- M.Voc. is two year post graduate program with four general education courses and three skill components courses in each semester.
- Each general education course will be of four credits and each credit is of 15 periods.
- Each skill component course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component course there will be one visit to the relevant industry/ institute.
- This M.Voc. Programme offers two specializations from third semester namely Digital Journalism and Video Production.
- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

Eligibility:

1) First Year M.Voc. (Post Graduate Diploma): A student who has passed the graduation degree (10+2+3) in any stream or its equivalent examination.

2) Second Year M.Voc. (Post Graduate Degree): Satisfactorily keeping terms of First Year of M. Voc. and if they fulfill the eligibility conditions.

Note: Admissions will be given as per the selection procedure / policies adopted by the college, in accordance with conditions laid down by the Savitribhai Phule Pune University, Pune.

Examination Pattern:

Pattern of Examination: Semester:

- General education courses (Theory paper) - I, II, III, and IV Semester
- Skill Component (Practical Course): Practical examination will be conducted
- Weightage of marks in each course: Internal continues assessment (50%) and end semester examination (50%)

Programme Outcomes for M.Voc. Media Studies (PO)

- PO1. Disciplinary Knowledge:** Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc program Execute strong theoretical and practical understanding generated from the chosen B.Voc program.
- PO2. Critical Thinking and Problem solving:** Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options.
- PO3. Social Competence Exhibit thoughts and ideas effectively in writing and orally;** communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings.
- PO4. Research-Related Skills:** Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of an experiment Employ knowledge of the avenues for research and higher academic achievements in the chosen field and allied subjects and aware about research ethics, intellectual property rights and issues of plagiarism.
- PO5. Personal and Professional competence:** Perform independently and participates in team activities and demonstrates cooperation. Integrate enthusiasm and commitment to improve personal and team performance levels and build skills to achieve the goals.
- PO6. Effective Citizenship and Ethics:** Demonstrate empathetic social concern and equity centered national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
- PO7. Environment and Sustainability:** Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.
- PO8. Self-directed and Life-long learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes
- PO9. Trans-disciplinary Research competence:** Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

Programme Specific Outcomes for M.Voc Media Studies (PSOs)

PSO1 Media and Society: Enhance the knowledge about the role of media in society and understanding its critical role in various aspects. Students develop critical understanding about the public service role of a media. Regular presentations, group discussions and other class activities help in better understanding.

PSO 2 The Concept of broadcasting news and various news roles: Understand what news all is about and have an insight into the working of various news roles. This helps the students to have a clear idea about the functioning of a media news broadcasting organization.

PSO 3 Training for digital media and audio-visual content writing: Students learn about various types of writing for digital journalism and other audio- visual contents. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials. Under the brand name 'Anekant Times' department published audio visual content, digital content, and campus newspaper.

PSO 4 The concept of photography and photo editing: Students get a good idea about the various aspects of photography and photo editing which are crucial requirements in the job market. Editing contents is also a greater perspective in current media industry.

PSO 5 Knowledge about various aspects of audio-video production: Students get professional knowledge about audio-visual production which helps them to build career. Internship program for students creates bridge between academics and media and entertainment industry.

PSO 6 Knowledge about social media and digital journalism: Students get professional knowledge about digital media which helps them to apply skills in journalism and content creation. Understanding eco system of digital media and consumption of content by audience.

PSO 7 Widening Options for Jobs by Learning about Advertising and Political communication: Knowledge about advertising and political communication help in widening options for jobs. Students get opportunities in advertising, political PR and media research.

PSO 8 Core knowledge about media laws, ethics, and media economy: Core knowledge about media law, economy which helps the students to understand crucial aspects related to working on the field as journalists. Having a good idea, about these subjects help them to work with better understanding of the profession. The knowledge base is interdisciplinary in nature.

**Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE, (Autonomous) BARAMATI
Dist. – Pune-413102
M. Voc. Media Studies Syllabus Structure**

Subject Code	Subject Name	Credits	Marks
Semester IV- Video Production			
Skill Component			
MS 404A	Industrial Internship-	Credits 10	250
MS 405A	Study Visits and Report-	Credits 6	150
MS 406A	Video Production Project-	Credits 14	350
Semester IV - Digital Journalism			
Skill Component			
MS 404B	Industrial Internship-	Credits 10	250
MS 405B	Study Visits and Report-	Credits 6	150
MS 406B	Research Project/In-depth Reporting-	Credits 14	350

Course Objectives:

- 1) Develop proficiency in presenting internship experiences
- 2) Enhance organizational and time management skills
- 3) Promote critical reflection and self-assessment
- 4) Strengthen communication and collaboration skills.
- 5) Bridge the gap between theoretical knowledge and practical application
- 6) Prepare students for professional entry:
- 7) Promote responsible citizenship and ethical conduct

Internship has to be evaluated for 10 credits.

Norms of internship are as follows:

- Internship is mandatory for all student
- It should be done **in Sem. IV** in Media organizations for 90 days.
- Student should prepare Internship Diary based on day to day work with duly signed by authorized person.
- Submit detail report of diary , certificates issued by concern organization
- Prepare and submit portfolio based on work done during internship
- **Evaluation of internship is based on**
 1. Case study of Media Organization where student had completed internship
 2. Portfolio of work done during Internship
 3. Internship Diary
 4. **viva voce** on Internship by Faculty

Course Outcomes:

- 1) Students will be able to deliver a comprehensive and well-organized presentation of their internship experience.
- 2) Students will be able to maintain a detailed and informative internship diary, documenting daily activities and learning.
- 3) Students will be able to critically analyze their internship experience, identifying acquired skills, skills gaps, and lessons learned.
- 4) Students will be able to demonstrate effective communication in both written and oral forms through internship reports and presentations.
- 5) Students will be able to articulate how their theoretical knowledge was applied in real-world internship tasks.

- 6) Students will be able to showcase internship experiences on resumes and portfolios, enhancing their employability.
- 7) Students will be able to reflect on their professional conduct and contribution to the organization, fostering ethical and responsible work practices.

Mapping of Program Outcomes with Course Outcomes

Class: M.Voc-(Sem-IV)

Subject: M.Voc-Media Studies

Course: Industrial Internship

Course Code: MS 404A

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				2					2
CO2				2					
CO3		3							
CO4			2					2	
CO5	2					2	2		
CO6					2				
CO7					2				

Justification of mapping

PO1 - Disciplinary Knowledge:

CO5 - Course outcome directly aligns with Program Outcome 1 as it requires students to apply the disciplinary knowledge gained in their undergraduate B.Voc program to real-world situations during their internship.

PO2 - Critical Thinking and Problem Solving:

CO3- This course outcome focuses on critical analysis, aligning with the program outcome of critical design thinking and problem-solving. It encourages students to assess their experiences and apply critical thinking to identify areas for improvement and lessons learned.

PO3 - Social Competence:

CO4- Course outcome ensures that students can express their thoughts and ideas effectively in both written and oral forms, fulfilling the requirements of social competence outlined in PO3.

PO4 - Research-Related Skills:

CO1, CO2 - Both course outcomes require students to document and report on their internship experiences, demonstrating research-related skills such as inquiry, planning, and reporting results. This aligns with the program outcome related to research skills.

PO5 - Personal and Professional Competence:

CO6 , CO7 - Both course outcomes contribute to building personal and professional competence. CO6 enhances employability, and CO7 focuses on reflecting on professional conduct and ethical practices, aligning with PO5.

PO6 - Effective Citizenship and Ethics:

CO7-This course outcome directly aligns with the program outcome related to ethics. It requires students to reflect on their professional conduct and contribute to the organization in an ethical and responsible manner.

PO7 - Environment and Sustainability:

CO5-Applying theoretical knowledge to real-world tasks may involve considering the impact of scientific solutions on societal and environmental contexts, aligning with the program outcome related to environment and sustainability.

PO8 - Self-directed and Life-long Learning:

CO2 -Maintaining a detailed internship diary involves continuous learning and self-reflection, aligning with the program outcome related to self-directed and lifelong learning.

PO9 - Trans-disciplinary Research Competence:

CO1-Delivering a comprehensive presentation may involve integrating and transcending beyond discipline-specific approaches, aligning with the program outcome of trans-disciplinary research competence

Course Objective:

1. Provide students with firsthand industry exposure through diverse study visits and interactions.
2. Foster critical thinking by facilitating out-of-class interactions with influential figures from different domains.
3. Immerse students in real-world applications across journalism, advertising, NGOs, industry, and other sectors.
4. Cultivate effective communication skills by encouraging interactions with professionals outside the classroom.
5. Promote a multidisciplinary perspective by exploring a spectrum of fields including media, politics, science, and industry.
6. Strengthen research and reporting abilities by requiring systematic documentation of study visits in a specified format.
7. Ensure mandatory participation in study visits for all students to facilitate holistic personal and professional development.

Study Visits have to be evaluated for 6 Credits

- Visits and interactions have to organize over four semesters.
- Suggested Visits: Newspaper office, TV news channel, radio station, advertising agency, NGO, development project, industrial house, Parliament or Legislative Assembly, scientific and research institutes, military establishments, film shooting set, TV programme production set
- Suggested interactions (preferably out-of-class): authors, practitioners, political leaders, ministers, bureaucrats, film personalities, sportspersons, activists etc.
- Study Visits are mandatory for all students.
- Report of study visit should be present in given format.

Course Outcome:

- 1) Demonstrate enhanced practical knowledge and familiarity with various professional sectors.
- 2) Develop analytical and communication skills through engagement with authors, leaders, and practitioners.
- 3) Gain a comprehensive understanding of practical scenarios, enhancing readiness for professional challenges
- 4) Demonstrate improved interpersonal and communication abilities through engagements with diverse personalities.
- 5) Develop a holistic viewpoint, fostering adaptability and versatility in approaching complex issues.
- 6) Exhibit advanced research and reporting skills, enhancing students' capabilities in documenting and presenting findings.
- 7) Attain a well-rounded educational experience, contributing to overall growth in knowledge, skills.

Mapping of Program Outcomes with Course Outcomes

Class: M.Voc-(Sem-IV)

Subject: M.Voc-Media Studies

Course: Study Visits and Report

Course Code: MS 405A

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				2					2
CO2				2					
CO3		3							
CO4			2					2	
CO5	2					2	2		
CO6					2				
CO7					2				

Justification of mapping

PO1 - Disciplinary Knowledge:

Relates to CO1 (Demonstrate enhanced practical knowledge): The comprehensive knowledge gained from the program contributes to enhance practical understanding in various professional sectors.

PO2 - Critical Thinking and Problem Solving:

Relates to CO2 (Develop analytical and communication skills): Critical design thinking skills are essential for analyzing information, a key component of analytical skills, and communicating effectively.

PO3 - Social Competence:

Relates to CO4 (Demonstrate improved interpersonal and communication abilities): Effective communication and interpersonal skills are vital components of social competence.

PO4 - Research-Related Skills:

Relates to CO6 (Exhibit advanced research and reporting skills): The ability to plan, execute, and report research aligns with the development of advanced research and reporting skills.

PO5 - Personal and Professional Competence:

Relates to CO3 (Gain a comprehensive understanding of practical scenarios): Demonstrating personal and professional competence involves gaining a comprehensive understanding of practical scenarios in professional settings.

PO6 - Effective Citizenship and Ethics:

Relates to CO7 (Attain a well-rounded educational experience): Citizenship and ethical awareness contribute to a well-rounded educational experience.

PO7 - Environment and Sustainability:

Relates to CO7 (Attain a well-rounded educational experience): Understanding the impact of scientific solutions on societal and environmental contexts aligns with a well-rounded educational experience.

PO8 - Self-directed and Life-long Learning:

Relates to CO4 (Acquire a well-rounded educational experience): The ability to engage in independent and lifelong learning is a crucial aspect of acquiring a well-rounded education.

PO9 - Trans-disciplinary Research Competence:

Relates to CO5 (Develop a holistic viewpoint): Creating new conceptual innovations and transcending discipline-specific approaches contribute to developing a holistic viewpoint.

Second Year

Semester IV- Video Production

Video Production Project (Individual)

Skill Component
Maximum Marks: 250

Paper No.-MS 406 A
Credits: 14

Course Objectives:

- 1) Develop proficiency in video production techniques and processes, including pre-production, production, and post-production phases.
- 2) Enhance storytelling skills by conceptualizing and executing individual video projects in either Fiction or Non-Fiction genres.
- 3) Acquire practical experience in assuming the role of a director and effectively leading a video production project.
- 4) Demonstrate comprehension of the script-to-screen process through the completion of at least two production exercises.
- 5) Strengthen project management skills by adhering to given/scheduled time frames for project execution.
- 6) Cultivate critical thinking and decision-making abilities in selecting, approving, and executing the chosen story concept and script.
- 7) Develop effective communication skills through detailed paperwork and submissions related to the various phases of video production.

In this semester Students of the specialization of Video Production take up an individual video production project worth 10 credits. The project may be Fiction or Non Fiction. The subject, topic, content of the project has to be of the length of 8 to 10 minutes. After approval of the story concept from the production guide and the script selection committee, students are expected to assume the role of the director for this project and execute it within given/scheduled time frame. Also in order to understand the process better, students will be expected to do at least two production exercises and do detailed paperwork in the pre-production, production and post-production phases. The activities involved are meant to give the student a thorough experience of the script-to-screen process. Evaluation is made on the basis of production exercises, submissions related to productions and the basis of the assessment of the video production project film itself and viva voce.

Course Outcomes:

- 1) Successfully execute an individual video production project of 8 to 10 minutes in length, demonstrating practical application of learned techniques.
- 2) Showcase proficiency in script selection, approval, and conceptualization through the completion of a compelling video project in either Fiction or Non-Fiction genres.
- 3) Assume the role of a director competently, applying acquired knowledge and skills to lead the project from inception to completion.
- 4) Demonstrate a thorough understanding of the script-to-screen process by completing at least two production exercises with detailed paperwork.
- 5) Adhere to given/scheduled time frames, showcasing effective project management skills in the timely execution of video production projects.
- 6) Exhibit critical thinking and decision-making skills in the approval and execution of story concepts and scripts for video projects.
- 7) Communicate effectively through the preparation and submission of detailed paperwork related to pre-production, production, and post-production phases, enhancing overall communication skills in the video production context.

Mapping of Program Outcomes with Course Outcomes

Class: M. Voc-(Sem-IV)

Subject: M. Voc-Media Studies

Course: Video Production Project

Course Code: MS 406 A

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3								
CO2					3				
CO3									3
CO4				3					
CO5							3		
CO6		3						3	
CO7			3			3			

Justification of mapping

PO1 - Disciplinary Knowledge:

Relates to CO1 (Successfully execute an individual video production project): Demonstrating comprehensive knowledge from the M.Voc program contributes to the successful execution of a video production project, showcasing theoretical and practical understanding.

PO2 - Critical Thinking and Problem Solving:

Relates to CO6 (Exhibit critical thinking and decision-making skills): The skill of critical design thinking aligns with the need for critical thinking and decision-making in the approval and execution of story concepts and scripts for video projects.

PO3 - Social Competence:

Relates to CO7 (Communicate effectively through detailed paperwork): Effective communication skills, both in writing and orally, contribute to successful communication through paperwork in pre-production, production, and post-production phases.

PO4 - Research-Related Skills:

Relates to CO4 (Demonstrate a thorough understanding of the script-to-screen process): The sense of inquiry and the ability to plan, execute, and report the results of an experiment align with the research-related skills needed in the video production process.

PO5 - Personal and Professional Competence:

Relates to CO2 (Showcase proficiency in script selection, approval, and conceptualization): Personal and professional competence is demonstrated through the proficient selection, approval, and conceptualization of scripts for video projects.

PO6 - Effective Citizenship and Ethics:

Relates to CO7 (Communicate effectively through detailed paperwork): Demonstrating empathetic social concern and an awareness of moral and ethical issues contribute to effective communication through paperwork in different production phases.

PO7 - Environment and Sustainability:

Relates to CO5 (Adhere to given/scheduled time frames): Understanding the impact of scientific solutions in societal and environmental contexts aligns with the need for effective project management skills and adherence to timelines.

PO8 - Self-directed and Life-long Learning:

Relates to CO6 (Exhibit critical thinking and decision-making skills): Acquiring the ability to engage in independent and life-long learning aligns with the critical thinking skills required in decision-making during video production.

PO9 - Trans-disciplinary Research Competence:

Relates to CO3 (Assume the role of a director competently): Creating new conceptual, theoretical, and methodological innovations that transcend beyond discipline-specific approaches aligns with assuming the role of a director competently.

Course Objectives:

- 1) Develop proficiency in presenting internship experiences:
- 2) Enhance organizational and time management skills.
- 3) Promote critical reflection and self-assessment:
- 4) Strengthen communication and collaboration skills:
- 5) Bridge the gap between theoretical knowledge and practical application
- 6) Prepare students for professional entry
- 7) Promote responsible citizenship and ethical conduct

Internship has to be evaluated for 10 credits.

Norms of internship are as follows:

- Internship is mandatory for all student
- It should be done **in Sem. IV** in Media organizations for 90 days.
- Student should prepare Internship Diary based on day to day work with duly signed by authorized person.
- Submit detail report of diary , certificates issued by concern organization
- Prepare and submit portfolio based on work done during internship

Evaluation of internship is based on

1. Case study of Media Organization where student had completed internship
2. Portfolio of work done during Internship
3. Internship Diary
4. **Vivavoce** on Internship by Faculty

Course Outcomes:

- 1) Students will be able to deliver a comprehensive and well-organized presentation of their internship experience.
- 2) Students will be able to maintain a detailed and informative internship diary, documenting daily activities and learning.
- 3) Students will be able to critically analyze their internship experience, identifying acquired skills, skills gaps, and lessons learned.
- 4) Students will be able to demonstrate effective communication in both written and oral forms through internship reports and presentations.
- 5) Students will be able to articulate how their theoretical knowledge was applied in real-world internship tasks.

- 6) Students will be able to showcase internship experiences on resumes and portfolios, enhancing their employability.
- 7) Students will be able to reflect on their professional conduct and contribution to the organization, fostering ethical and responsible work practices.

Mapping of Program Outcomes with Course Outcomes

Class: M.Voc- (Sem-IV)

Subject: Media Studies

Course: Internship Visit

Course Code: MS 404B

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				2					3
CO2								3	
CO3		3		2					
CO4			3						
CO5	3						3		
CO6					3				
CO7					2	2			

Justification of mapping

PO1 - Disciplinary Knowledge:

CO5 Course outcome directly aligns with Program Outcome 1 as it requires students to apply the disciplinary knowledge gained in their undergraduate B.Voc program to real-world situations during their internship.

PO2 - Critical Thinking and Problem Solving:

CO3 this course outcome focuses on critical analysis, aligning with the program outcome of critical design thinking and problem-solving. It encourages students to assess their experiences and apply critical thinking to identify areas for improvement and lessons learned.

PO3 - Social Competence:

CO4 Course outcome ensures that students can express their thoughts and ideas effectively in both written and oral forms, fulfilling the requirements of social competence outlined in PO3.

PO4 - Research-Related Skills:

CO1, CO2 Both course outcomes require students to document and report on their internship experiences, demonstrating research-related skills such as inquiry, planning, and reporting results. This aligns with the program outcome related to research skills.

PO5 - Personal and Professional Competence:

CO6 ,CO7 Both course outcomes contribute to building personal and professional competence. CO6 enhances employability, and CO7 focuses on reflecting on professional conduct and ethical practices, aligning with PO5.

PO6 - Effective Citizenship and Ethics:

CO7 This course outcome directly aligns with the program outcome related to ethics. It requires students to reflect on their professional conduct and contribute to the organization in an ethical and responsible manner.

PO7 - Environment and Sustainability:

CO5 Applying theoretical knowledge to real-world tasks may involve considering the impact of scientific solutions on societal and environmental contexts, aligning with the program outcome related to environment and sustainability.

PO8 - Self-directed and Life-long Learning:

CO2 Maintaining a detailed internship diary involves continuous learning and self-reflection, aligning with the program outcome related to self-directed and lifelong learning.

PO9 - Trans-disciplinary Research Competence:

CO1–Delivering a comprehensive presentation may involve integrating and transcending beyond discipline-specific approaches, aligning with the program outcome of trans-disciplinary research competence

Study Visit**Skill Component**
Maximum Marks: 150**Paper No - MS 405 B**
Credits: 6**Course Objectives:**

- 1) Develop practical knowledge and understanding of diverse professional environments through organized study visits.
- 2) Facilitate interactions with key personalities in various fields to enhance real-world exposure and insights.
- 3) Foster critical observation skills during visits to institutions such as newspaper offices, TV channels, and research institutes.
- 4) Promote out-of-class interactions with authors, practitioners, leaders, and professionals to broaden perspectives.
- 5) Enhance report-writing skills by documenting study visits in a specified format.
- 6) Instill an appreciation for interdisciplinary learning through visits to a range of organizations and industries.
- 7) Cultivate a holistic understanding of societal, political, and industrial dynamics through experiential study visits.

Study Visits have to be evaluated for 6 Credits

- Visits and interactions have to organize over four semesters.
- Suggested Visits: Newspaper office, TV news channel, radio station, advertising agency, NGO, development project, industrial house, Parliament or Legislative Assembly, scientific and research institutes, military establishments, film shooting set, TV programme production set
- Suggested interactions (preferably out-of-class): authors, practitioners, political leaders, ministers, bureaucrats, film personalities, sportspersons, activists etc.
- Report of study visit should be present in given format.

Course Outcomes:

- 1) Successfully organize and participate in study visits across diverse professional settings, contributing to a comprehensive educational experience.
- 2) Engage with and learn from key personalities, expanding networks and gaining practical insights into various industries.
- 3) Demonstrate critical observation skills by analyzing the operations of institutions like newspapers, TV channels, and research institutes during study visits.
- 4) Establish connections with authors, practitioners, leaders, and professionals, fostering valuable out-of-class interactions.
- 5) Produce well-structured and informative reports of study visits, showcasing effective communication and documentation skills.

- 6) Apply interdisciplinary knowledge gained from study visits to appreciate the interconnected nature of various fields and industries.
- 7) Develop a nuanced understanding of societal, political, and industrial dynamics through firsthand experiences during study visits.

Mapping of Program Outcomes with Course Outcomes

Class: M.Voc- (Sem-IV)

Subject: Media Studies

Course: Study Visit

Course Code: MS 405 B

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1				2					3
CO2								3	
CO3		3		2					
CO4			3						
CO5	3						3		
CO6					3				
CO7					2	2			

Justification of mapping

PO1 - Disciplinary Knowledge:

Relates to CO3 (Demonstrate critical observation skills): Comprehensive knowledge contributes to the ability to critically observe and analyze the operations of various institutions during study visits.

PO2 - Critical Thinking and Problem Solving:

Relates to CO4 (Establish connections with authors, practitioners, leaders, and professionals): Critical design thinking skills contribute to the ability to engage with and learn from key personalities during study visits, expanding networks and gaining insights.

PO3 - Social Competence:

Relates to CO5 (Produce well-structured and informative reports): Effective communication skills, both in writing and orally, enhance the production of well-structured and informative reports of study visits.

PO4 - Research-Related Skills:

Relates to CO6 (Apply interdisciplinary knowledge): The sense of inquiry and knowledge of avenues for research contribute to applying interdisciplinary knowledge gained from study visits.

PO5 - Personal and Professional Competence:

Relates to CO1 (Successfully organize and participate in study visits): Personal and professional competence is demonstrated through the successful organization and participation in study visits across diverse professional settings.

PO6 - Effective Citizenship and Ethics:

Relates to CO2 (Engage with and learn from key personalities): Ethical considerations and social concern contribute to engaging with key personalities in various industries during study visits.

PO7 - Environment and Sustainability:

Relates to CO7 (Develop a nuanced understanding of societal, political, and industrial dynamics): Understanding the impact of scientific solutions in societal and environmental contexts aligns with developing a nuanced understanding of societal, political, and industrial dynamics through study visits.

PO8 - Self-directed and Life-long Learning:

Relates to CO6 (Apply interdisciplinary knowledge): The ability to engage in independent and life-long learning aligns with applying interdisciplinary knowledge gained from study visits.

PO9 - Trans-disciplinary Research Competence:

Relates to CO7 (Develop a nuanced understanding of societal, political, and industrial dynamics): Creating new conceptual, theoretical, and methodological innovations aligns with developing a nuanced understanding through study visits.

Research Project/In-depth Reporting

Skill Component

Paper No.MS- 406B

Maximum Marks: 350

Credits: 14

- 1) Develop advanced research skills by undertaking either an individual research project or an in-depth reporting project.
- 2) Demonstrate the ability to select, plan, and execute a research or reporting project with guidance from faculty.
- 3) Enhance written communication skills through the creation of a comprehensive dissertation or a series of in-depth reports.
- 4) Foster continuous internal assessment skills by maintaining a research diary, presenting research ideas, and delivering final project presentations.
- 5) Cultivate proficiency in referencing primary and secondary sources, ensuring thorough documentation in written reports.
- 6) Utilize multimedia elements like photographs and graphics to enhance the quality and visual impact of written reports.
- 7) Participate in viva-voce sessions with external examiners, showcasing in-depth understanding and analytical skills in discussing the research or reporting project

Research Project

In this semester student will be assigned to an individual research project worth 10 credits. After approval from the guide and the committee, students are expected to work on the topic thoroughly and submit the dissertation within the given deadline.

Continuous internal assessment for research based up the maintaining research diary, Research idea presentation, and final research project presentation.

A written dissertation must be submitted by the end of the semester. The written dissertation evaluated by the research guide and External Examiner. Viva-voce based on dissertation has to be conducted by the External Examiner and the research guide. They will award marks for the viva-voce.

OR

In-depth Reporting Project

Every student must work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Each report out of the five should focus on a different aspect of the topic

Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports. The reports will be evaluated by the

guide and External Examiner. Viva-voce based on the project has to be conducted by the External Examiner, in the presence of the project guide.

Continuous internal assessment for research based up the maintaining IDR diary, IDR idea presentation, and final project presentation.

Course Outcomes:

- 1) Successfully execute and submit a research project or in-depth reporting project, demonstrating advanced research capabilities.
- 2) Showcase effective project planning, execution, and completion, indicating a high level of competence in the chosen area of study.
- 3) Present a well-structured and comprehensive written dissertation or a series of reports, reflecting enhanced written communication skills.
- 4) Demonstrate continuous internal assessment proficiency through the maintenance of a research or in-depth reporting diary and successful presentations.
- 5) Exhibit adeptness in referencing primary and secondary sources, ensuring academic integrity and thorough documentation in written reports.
- 6) Integrate multimedia elements seamlessly, enhancing the visual appeal and impact of the written reports.
- 7) Excel in viva-voce sessions, engaging with external examiners to discuss and defend the research or reporting project with depth and analytical prowess.

Mapping of Program Outcomes with Course Outcomes

Class: M.Voc- (Sem-IV)

Subject: Media Studies

Course: Research Project/In-depth Reporting

Course Code: MS 406 B

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1		2						3	
CO2	2								2
CO3			3						
CO4				3					
CO5					3				
CO6						3			
CO7							3		

Justification of mapping

PO1 - Disciplinary Knowledge:

Relates to CO2 (Showcase effective project planning, execution, and completion): Comprehensive knowledge from the M.Voc program contributes to effective project planning and execution, indicating a high level of competence.

PO2 - Critical Thinking and Problem Solving:

Relates to CO1 (Successfully execute and submit a research project or in-depth reporting project): Critical design thinking skills contribute to the successful execution and submission of research or reporting projects.

PO3 - Social Competence:

Relates to CO3 (Present a well-structured and comprehensive written dissertation or series of reports): Effective communication skills, both in writing and orally, enhance the presentation of well-structured written dissertations or reports.

PO4 - Research-Related Skills:

Relates to CO4 (Demonstrate continuous internal assessment proficiency): A sense of inquiry and the capability to plan, execute, and report results align with proficiency in continuous internal assessment through research diaries and presentations.

PO5 - Personal and Professional Competence:

Relates to CO5 (Exhibit adeptness in referencing primary and secondary sources): Personal and professional competence is demonstrated through adept referencing, ensuring academic integrity and thorough documentation in reports.

PO6 - Effective Citizenship and Ethics:

Relates to CO6 (Integrate multimedia elements seamlessly): Ethical considerations and social concern contribute to the seamless integration of multimedia elements, enhancing the visual appeal and impact of reports.

PO7 - Environment and Sustainability:

Relates to CO7 (Excel in viva-voce sessions): Understanding the impact of scientific solutions in societal and environmental contexts aligns with excelling in viva-voce sessions, demonstrating depth and analytical prowess.

PO8 - Self-directed and Life-long Learning:

Relates to CO1 (Successfully execute and submit a research project or in-depth reporting project): The ability to engage in independent and life-long learning aligns with successfully executing and submitting research or reporting projects.

PO9 - Trans-disciplinary Research Competence:

Relates to CO2 (Showcase effective project planning, execution, and completion): Creating new conceptual, theoretical, and methodological innovations aligns with showcasing effective project planning and execution.